

Direct Response Case Study

Company Profile

Nationwide resource connecting consumers to active adult communities and real estate agents.

Business Situation

While the client had done well getting the campaigns up and running, they needed help scaling efforts while maintaining their existing cost-per-lead.

Goal

Maximize lead volume *at or below* the client's target cost-per-lead.

Solution

Vertical Measures performed significant front-end research and analysis of service offerings, historical performance, and the competitive landscape prior to optimization work. Given the low cost-per-lead target, location specific, long-tail keywords were a critical piece of the strategy. Over time, the strategy has built out nearly 200,000 high converting keywords, capturing visitors nearest to the end of the conversion funnel who are most likely to convert.

Extensive, on-going keyword research and granular ad copy messaging, combined with our proprietary keyword bidding strategy were deployed to grow lead volume while maintaining the campaigns cost-per-lead target.

Results

PPC Totals:

Year	Avg. CPC	Leads	Change in Leads	Change in cost-per-lead
2011	\$ 0.23	3211		
2012	\$ 0.23	7925	146.8%	7.0%
2013	\$ 0.18	10209	28.8%	-0.7%
2014	\$ 0.16	10858	6.4%	-16.6%

VM starts February 2012

**Change since VM
(2011 vs 2014)** -30.4% 238.2%

After 3 years of management, our strategy of highly targeted keyword expansion and on-going keyword bid optimization has led to tremendous improvement in both lead volume and cost-per-lead. Years one and two were heavily focused on lead volume and expansion while year three, 2014, was a combined effort towards both lead volume improvements and increased efficiency, resulting in a 16.5% decrease in cost-per-lead.